No One Will Steal Your Great Business Idea

“Psst! I’ve got this idea for a business that’s just going to blow the doors off anything you’ve seen before.
Are you ready?

Promise not to tell anyone?!

It’s like this: You know how people love coffee? And how they have to get it daily? And yet they can’t seem to find any good places? And when they do, it’s kind of hit or miss?

Well, imagine a global chain of coffee shops...all designed to feel like your living room!”

There’s no shortage of great ideas.

The concept of something like **Starbucks** was not new. But what was novel was someone like **Howard Schultz** - a former employee of Starbucks - who had the passion and commitment to make it happen.

Ideas are a dime a dozen. Execution is gold.

When I invest in startups, I look for cockroaches - people who can't be killed easily. They may start out planning to do one business and then discover they must quickly morph into something else to survive.

Should you have NDAs (non-disclosure agreements)? Sure, why not. Especially is you have developed a technology or process that is patentable. You can **get a generic NDA here**.

But don’t let the fear of theft get in the way of getting going.

So you have an idea? Great. Walk it around. Get feedback. See if you can sell it (even before you build it!) And then try to make the first 100 customers so happy they can't stop talking about it.

If you can do that, then you are onto something. Keep pushing forward.

Do you have a killer app idea? I would like to hear about it. **Tell me more**.

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